



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/09 thru 05/15.

(prices in dollars per carton)

Fri. May 09, 2008

## SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		40.3% of 18,000 stores				24.6% of 18,000 stores				34.9% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			820	1.47	30	1.80	150	1.53			980	1.21
	White 18 pack			540	2.76			380	2.79			370	1.54
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	270	1.39	1,330	1.38			830	1.32			430	1.15
SPECIALTY	White 18 pack			340	1.80			50	1.91			1,010	1.60
	Brown 12 pack			120	1.79			60	1.50			10	0.99
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,770	4.21			130	4.08	120	2.50	310	3.10
	OMEGA-3												
CAGE-FREE	White 12 pack	780	3.14	1,300	3.05	220	2.29	2,080	2.85	440	2.37	970	2.41
	Brown 12 pack							750	2.67			110	2.50
	White 12 pack							80	2.50				
	Brown 12 pack			1,010	2.75			410	3.00			930	2.33

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,420	1,500	2,800	Large Eggs on May-05-2008 433.7 down 1%
Specialty	4,860	3,670	2,880	
Total (includes MD)	8,400	5,180	5,680	
Special Rate 4/:	11.7%	1.4%	12.2%	

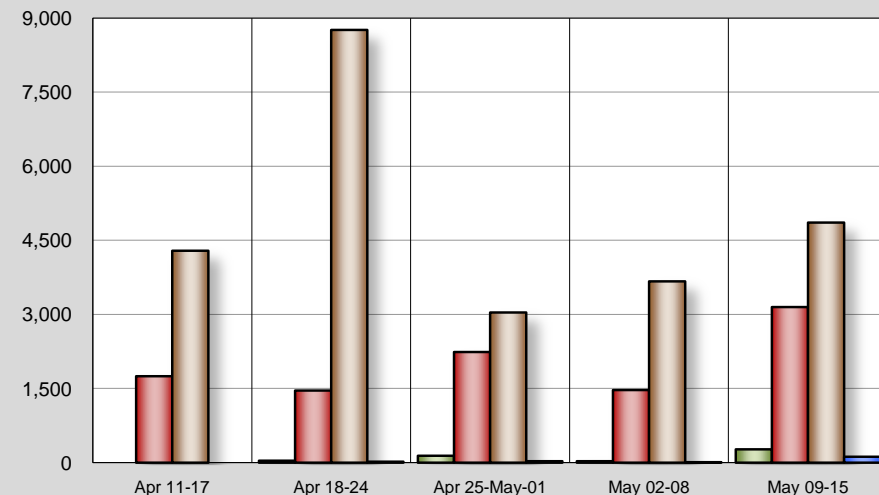
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

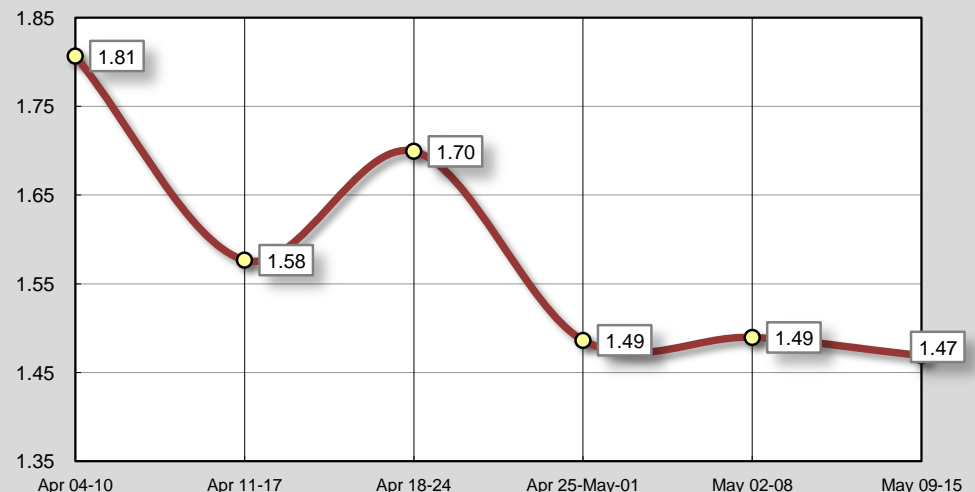
Regular shell egg feature activity is sharply higher than last week and a year ago. The average price of Grade A or better, Large White eggs is 2 cents less than the previous week. "No price" ads increased with aide of larger outlets. Specialty shell eggs are heavily promoted and easily surpass last week and last year's numbers. USDA Certified Organic, Omega-3 and cage free eggs are highly visible throughout the week. Notably, over 40% of sampled stores are promoting shell eggs this ad cycle. In the egg products sector, liquid egg ads increased sharply and surpass those of regular shell eggs. 14-16 oz. cartons are frontrunners in the sector.

## Shell Egg Promotional Activity by Category

XL LG Spclty Med



## Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		51.2% of 3,900 sampled outlets Activity Index = 2,840 (includes Medium)						12.1% of 4,900 sampled outlets Activity Index = 880 (includes Medium)						40.6% of 3,000 sampled outlets Activity Index = 1,310 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.88	10	1.88												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 2.50	300	1.78	1.19 - 1.67	130	1.45	1.19 - 1.67	170	1.46	1.19	100	1.19	0.97 - 1.50	610	1.11
	White 18 pack																1.88 - 1.89	220	1.88
	Brown 12 pack				1.79	120	1.79												
MEDIUM		White 12 pack						White 12 pack						White 12 pack			1.00		
		White 30 pack						White 30 pack						White 30 pack			30		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				4.19 - 4.59	190	4.31				4.19	50	4.19				4.19	110	4.19
C I A L T Y	OMEGA-3																		
	White 12 pack	2.29 - 3.99	730	3.18	2.00 - 3.99	1,020	3.22				2.50	210	2.50				1.50 - 2.99	30	2.20
	Brown 12 pack																		
L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.49 - 2.99	470	2.77				2.50 - 2.89	320	2.57				3.00	210	3.00
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		41.9% of 3,000 sampled outlets Activity Index = 1,320 (includes Medium)						64.9% of 2,300 sampled outlets Activity Index = 1,470 (includes Medium)						76.8% of 900 sampled outlets Activity Index = 580 (includes Medium)					
USDA GRADE AA	White 12 pack				1.18 - 1.50	350	1.42				1.50	420	1.50				1.50 - 1.88	40	1.61
	White 18 pack										2.00 - 2.99	460	2.63				3.49	80	3.49
	Brown 12 pack													White 12 pack					
MEDIUM		White 12 pack			1.20	60	1.20	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.67	40	1.67	1.50 - 1.67	250	1.53												
	White 18 pack				1.50 - 1.88	120	1.67												
	Brown 12 pack																		
MEDIUM		White 12 pack			1.50	30	1.50	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99 - 4.90	470	4.24				4.19	560	4.19				3.99 - 4.19	390	4.15
C I A L T Y	OMEGA-3																		
	White 12 pack							2.59	20	2.59				2.59	30	2.59	2.39 - 2.50	40	2.47
	Brown 12 pack																		
L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack										2.00	10	2.00						

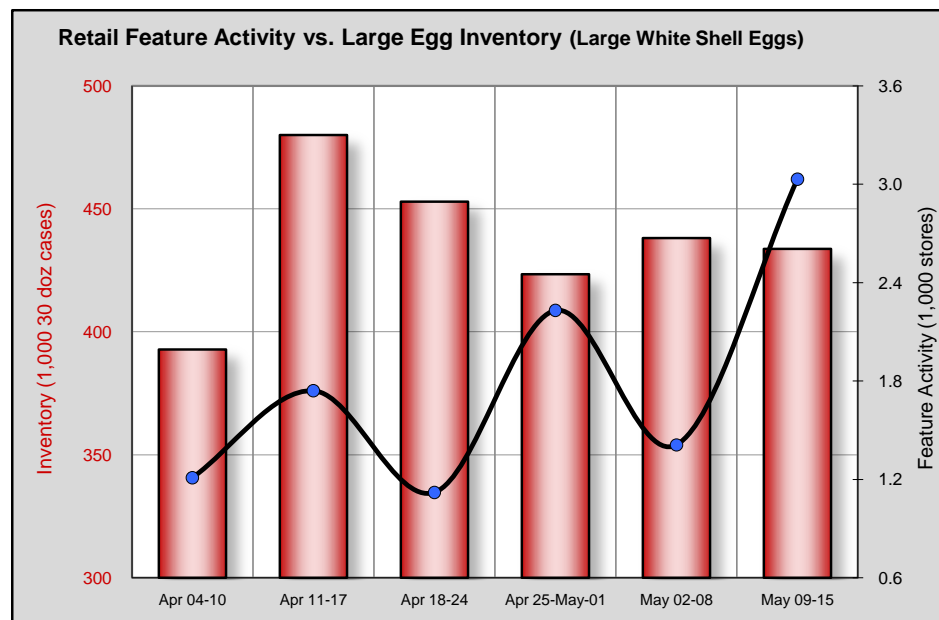
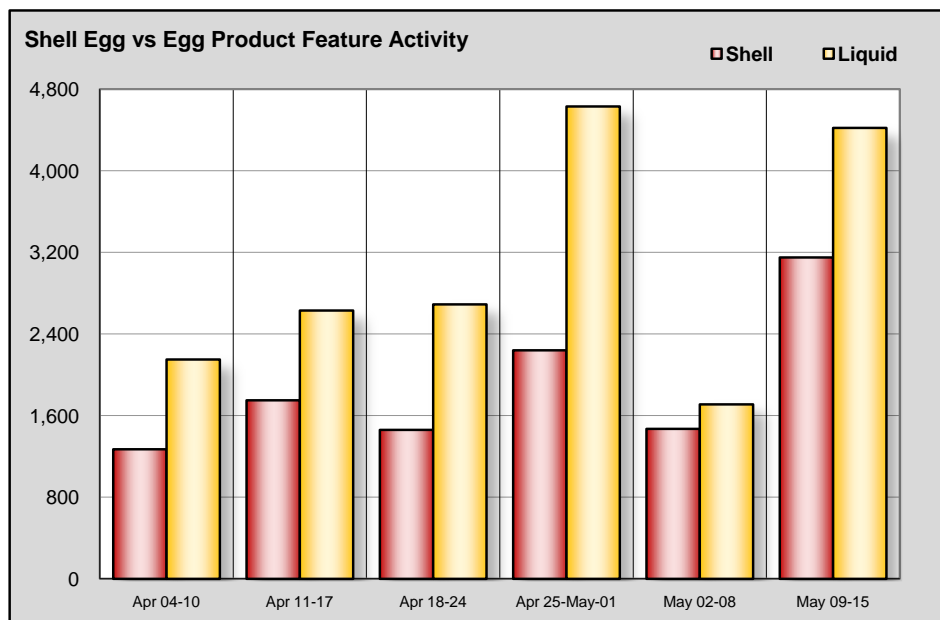
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	18.4%	9.3%	16.5%	26.2% of 3,900 sampled		22.5% of 4,900 sampled		15.4% of 3,000 sampled		8.3% of 3,000 sampled		17.4% of 2,300 sampled		8.9% of 900 sampled	
2/ Activity Index	4,420	1,710	1,960	Activity Index = 1,300		Activity Index = 1,870		Activity Index = 490		Activity Index = 260		Activity Index = 420		Activity Index = 80	
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>
14-16 oz. crtn	2,110 3.30	680 2.63	1,340 2.42	1.67 - 3.39	530 2.46	2.49 - 3.99	940 3.97	2.00 - 3.00	470 2.95	1.67 - 3.33	70 3.01		3.59 20 3.59		3.33 80 3.33
32 oz. crtn	1,580 4.61	830 4.23	590 4.73	3.99 - 4.99	630 4.46	4.69	930 4.69	5.59	20 5.59						
3 - 4 oz. cup	730 3.10	200 3.11	30 2.24	2.50 - 2.99	140 2.95					2.19	190 2.19		3.59 400 3.59		
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.